

Lucky Strike

PROGRAM FORMAT

for NEWS programs

COLLEGE RADIO CORPORATION 14 West 45th Street, New York 36, N. Y., OXFORD 7-0890

Open program with local announcer (live):

AND NOW, THE LUCKY STRIKE NEWS WITH (name of announcer), PRESENTED BY
LUCKY STRIKE, THE CIGARETTE THAT TASTES BETTER. CLEANER, FRESHER,
SMOOTHER!

Follow immediately with transcribed commercial (or combination live and transcribed commercial). For proper Band Number, see note (*)

After about ten minutes, transcribed commercial (or combination live and transcribed commercial). For proper Band Number, see note (*)

After 14:15, close with local announcer (live):

AND THAT WINDS UP THE LUCKY STRIKE NEWS -- BROUGHT TO YOU BY LUCKY STRIKE --
THE CIGARETTE THAT TASTES BETTER. CLEANER, FRESHER, SMOOTHER. REMEMBER,
SMOKING ENJOYMENT IS ALL A MATTER OF TASTE. AND LUCKIES TASTE BETTER. SEE
FOR YOURSELF ... MAKE YOUR NEXT CARTON, LUCKY STRIKE!

* Note: For the 1st commercial on the 1st program on 2/27/55 use Commercial No. 1 (16" Side 1, Band 1). For the 2nd commercial on the 1st program use Commercial No. 11 (16" Side 1, Band 2). For the 1st commercial on the 2nd program use Commercial No. 21 (see copy, local announcer plus 12" disc). For the 2nd commercial on the 2nd program use Commercial No. 2 (16" Side 1, Band 3). Thereafter, as commercials are required for subsequent programs, rotate in the following order (by Commercial No.): 12, 22; 3, 13; 23, 4; 14, 24; 5, 15; 25, 6; 16, 26; 7, 17; 27, 8; 18, 28; 9, 19; 29, 10; 20, 30; 1, 11; and so on. Interrupt this order only to schedule a Doodles commercial three times a week. Use only 16" transcriptions Nos. F9-MM-1440-1 and F9-MM-1447 and 12" transcription F9-ME-1448-1 on and after 2/27/55.

